

Business.gov Monthly Update –December 2006

Business Gateway: In the News

Grant F. DeMeritte, Tax Compliance Manager, Howard Hughes Medical Institute tells Forbes.com, "Business.gov provides a great search engine for easily finding federal forms you need along with the correct federal agency. It is truly a one-stop resource for business compliance."
(Forbes.com, January 10, 2007)

MONTHLY STATS

Customer Satisfaction Score (October - December): 69
(government benchmark is 72)

Hours Saved (August - January): ~6719
total hours saved for businesses

Content (August – January): 74

Broken Links – 0%

UPCOMING EVENTS

Advisory Group Meeting:
Tuesday, February 13, 2007
1:00 – 2:30pm
SBA, Eisenhower Conference Room.

Governance Board Meeting
Tuesday, March 20, 2007
1:00 – 2:30 pm
SBA, Eisenhower Conference Room.

December Accomplishments

- Conducted Usability Testing- December 5-8, 2006 with users who represent the target audience of small, medium, and large businesses. The goals included:
 - Testing the search capabilities of the site to determine if the functionality and results match users' needs and expectations,
 - To identify any enhancements related to search
 - To gather feedback on additional design concepts.
- Compiled Usability Report. Overall, users were pleased with the site, its search capabilities, and content. There are some aesthetics that displeased some of the users and some of these will be incorporated into the February refresh.
- Developed additional site updates, refresh timelines, and functional requirements in preparation for the site's refresh scheduled for late February.
- Finalized 2007 Outreach Plan.
- Registered for the ACT-IAC Conference to distribute marketing materials and answer questions about Business.gov.

Ongoing Activity

Ongoing BG activities include the following:

- Coordinating outreach efforts with Agencies for distribution of materials at conferences, conventions, and other events. Visit <http://www.business.gov/about/pmo> and click on **Outreach Materials** for information on how to order brochures and bookmarks and submit banner highlights.
- Researching potential business to government data standards.
- Finalizing production processes for change requests.
- Communication of Business.gov continues with articles published in Forbes, Investor's Business Daily, Gov Computer News, The Washington Post, and others.

Budget Update

- Distribution of draft MOUs were sent to partner agencies on December 4, 2006.
- SBA used comments on drafts received prior to December 15, 2006 for finalization of MOUs.
- The Small Business Administrations' CIO sent out final signed copies of MOU's on December 21, 2006.

CONTACT INFORMATION

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Program info: http://www.business.gov/general/pmo_doc/pmo_documents.html